



READY-TO-USE

# SALE ANNOUNCEMENTS

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Designed by DAVID GATTI

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READY-TO-USE  
**SALE**  
**Announcements**

DAVID GATTI

For Reference **FA**

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Mineola, N.Y. 11501

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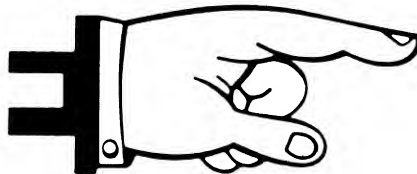
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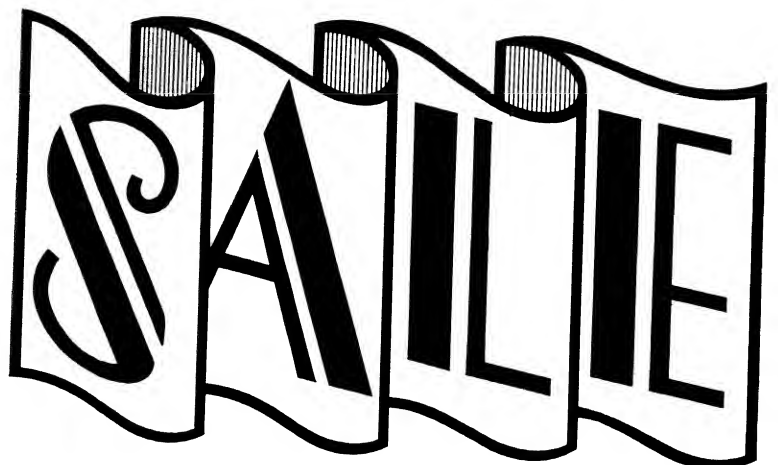
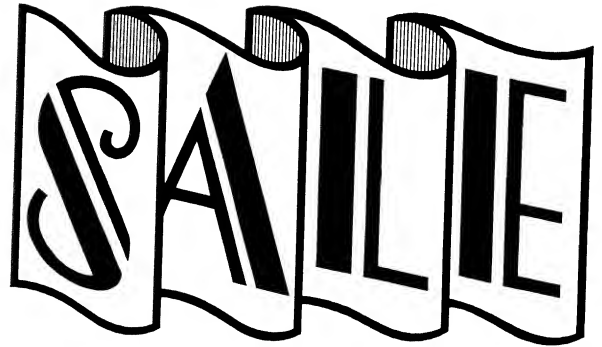
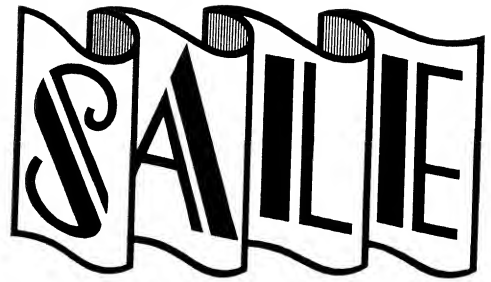
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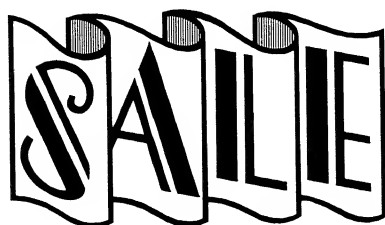
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The word 'SALE' is rendered in a bold, black, sans-serif font, slanted to the right. Below the text are four decorative elements: a dotted circle with a star inside, followed by three stars, and then three more dotted circles, each with a star inside.

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The word 'SALE' is rendered in a bold, black, sans-serif font, slanted to the right. The letters are thick and blocky, with a 3D effect created by multiple parallel lines on the sides.

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Special

**BIG** MAY 15 '84  
**SALE**  
**BARGAINS**

Super Savings  
**SALE!**  
Don't Miss Out!

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ONE DAY

PRICES SLASHED!  
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**SALE**



# READY-TO-USE SALE ANNOUNCEMENTS

## DAVID GATTI

This seventh volume in Dover's popular Clip Art series contains over 75 beautifully designed versions of the most frequently used word in all of advertising: "Sale." Anyone concerned with developing an effective pictorial sales message will find the all-important key word in dozens of eye-catching variations: bold block letters or delicate cursive script; with banners, arrows, exclamation points and pointing fingers; in three-dimensional lettering; with op-art effects—even "rope" lettering.

Rendered by noted designer and calligrapher David Gatti, these varied designs convey elegance, pizzazz, tradition and "up-to-the-minuteness." Most of the designs appear in three different sizes to avoid the high cost of statting, and because of their intricacy would be highly expensive if purchased from a design studio. Instead, commercial artists, illustrators and designers can choose from this treasury of copyright-free designs—available only from Dover . . . at Dover's remarkably inexpensive price.

Dover original. 200 black-and-white illustrations. 64pp. printed on one side only in jet black ink on repro quality paper. 8¼ x 11. Saddlewired. Paperbound.

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